

## **ANGELS CAMP BRAND LEADERSHIP TEAM**

**October 12, 2010 Meeting**

### **AGENDA**

**10:30 am, CAMPS, Greenhorn Creek**

- 1. Call to order**
- 2. Introductions**
- 3. Public comment**
- 4. Approval of minutes of September 14 (please bring with you)**
- 5. Financial report**
- 6. Long-Range Planning Workshop (Please bring planning subcommittee minutes sent earlier)**
  - a. Approve date, agenda, speakers, attendees**
  - b. Preparation, statistics and other information needed**
- 7. Action Items:**
  - a. Marketing web site – Rosie**
  - b. Pole banners – Lisa B/Anne**
  - c. Marketing brochure – Lisa B**
  - d. City web site and stationery – Dave Richards**
- 8. Promotions and public relations**
- 9. Grants – current and future**
  - a. Retail Recruitment – Buxton report**
    - i. Council workshop**
    - ii. Publicity**
    - iii. Attendees**
  - b. Façade**
  - c. Wayfinding**
  - d. Future grants**
- 10. Events, conferences, activities**
- 11. City report -- Dave and Wrenae**
- 12. Issues**
  - a. Visitors Center**
  - b. Mokelumne river**
  - c. Others**
- 13. New business**
- 14. Adjournment**

**NEXT MEETING: Tuesday, November 9<sup>th</sup>, CAMPS**